XX & return

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Dear Sir:

I am a doctoral student in the business school at Stanford University. I am currently studying techniques of technological and market forecasting, and my focus is on the small computer and peripheral equipment industry. While a considerable amount of market research is being done through mail surveys, it appears that there are some fundamental problems with the way the technique is being applied. To successfully complete my work, I will need the help of persons like yourself, who are knowledgeable participants in the computer market.

Please assist me in this project my taking a few minutes of your time to complete the enclosed questionnaire and return it in the envelope I have provided. Each individual response is very important to the success of this study.

I am well aware that persons in your field receive many such demands on their time. Moreover, I am not in a position to offer a bonus or premium for your cooperation. However, I will be glad to provide a brief summary of results from the survey portion of this study if you will fill in your name and address where indicated on the enclosed survey form.

Thank you very much for your time and your cooperation. Please feel free to call or write me at any time concerning any aspect of this project.

Yours truly,

Jeffrey Pfeffer

Jeffrey Pfeffer

SMALL COMPUTER AND PERIPHERAL EQUIPMENT MARKET STUDY

Would you please assist me in this study by taking a few minutes of your time to carefully complete the following questionnaire. Your cooperation is very important in obtaining meaningful results. Although I can offer you no premium for filling in this form, I will furnish a brief summary of results if you will fill in your name and address where indicated on the form. Thank you very much for your cooperation and your time.

Does your facility presently have a small computer (e.g., Digital Equipment PDP-8, IBM 1130, etc.) and if so, what manufacturer and model?

No. I'm an entrepreneur presently hoping to build text editing and retrieval systems on small computers; presently considering Nova & PDP-11.

About how long has your facility had the small computer?

For what application(s) is your small computer used (please be as specific as possible)?

(Contemplated.) General text retrieval & display system, general graphic system.

In the table below, please indicate for the various types of peripheral equipment how many are being used (or are on order), the particular manufacturer, and whether the equipment is owned, leased, or rented:

(Again, contemplated system for sale.)

	How Many?	Manufacturer?	Own, Lease, or Rent?
Paper tape transport			
Input/output remote terminals			
Cathode ray tube display	1	Vector General	
Key-to-tape data recorder		—	
Auxiliary disc storage			
Graph plotter			
Mag. tape transport (reel)	(optional)		
Mag. tape cartridge/cassette	2	Cipher	
Line printer			

In selecting magnetic tape equipment, how important is it that it be IBM compatible?

___Absolutely necessary ___Important ✓ Considered ___Unimportant

In purchasing remote input/output terminals, what are the most important features you consider?

Huh? What kinds?

In purchasing magnetic tape units, what are the most important features you consider?

I see it this way: there's IBM type, reel, and cassettes. You probably need both.

(over)

What are the important magazines, trade shows, or other sources you use in learning about products in the small computer and peripheral equipment area?

(1) Datamation,
(2) SJCC, FJCC.
(3) other.

When purchasing additional peripheral equipment for use with the small computer, how important are the following in deciding from whom to buy?

VERY IMPORTANT 1	2	CONSIDERED 3	4	UNIMPORTANT 5

None are important. Two things count (1) Machine's structure, ~~art~~ architecture, opcode, etc.; (2) Does it work?

___Computer manufacturer	___Systems house
___Consultant	___Trade journal articles
___Advertisements	___Friend or business associate

Assume maintenance is possible.

The main advantages of buying from a large, established firm are:

You're kidding. Maintenance. No other.

The main advantages of buying from a small new company are:

Imaginative architecture with greatly improved cost factors for specific classes of applications.

How familiar are you with the following companies:

VERY FAMILIAR 1	2	HAVE HEARD OF 3	4	UNFAMILIAR 5

2 Interdata	3 Infotec	1 Viatron
1 Data General	4 System Industries	5 Newell Industries
3 Data Disc	3 Hewlett-Packard	5 Diablo Disc Really?
2 Iomec	2 General Automation	1 Information Data Systems (IDS)
1 Digital Equipment Corp.	1 Digital Information Devices	

When considering purchasing peripheral equipment from small companies, the availability of local service is:

___Absolutely necessary ___Important ✓Considered ___Unimportant

What industry are you presently working in? Computers.

Where is your facility located (geographic)? NYC.

What is your position in the organization (level and department)? President.

What is the approximate size of your facility (number of employees):

✓0-50 ___50-250 ___250-1,000 ___1,000-5,000 ___over 5,000

You're kidding. This scale is somewhat heavy-ended.

THANK YOU VERY MUCH FOR YOUR HELP!

If a summary of results is desired, please write your name and address below.

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